Multi-million Dollar Investment for Tourism

Tourism, Culture and Heritage

News Releases

December 6, 2004 12:55 PM

Nova Scotia's tourism industry has been given a multi-million dollar boost for marketing, product development and assisting regional tourism initiatives.

Tourism, Culture and Heritage Minister Rodney MacDonald announced today, Dec. 6, an additional $15 million investment that will ensure that tourism continues to be an important economic generator and a competitive player in a global industry.

"We are investing with confidence in an industry that will continue to help grow the province's economy. The impact from this new investment will be felt by tourism for the next three years and beyond," said Mr. MacDonald. "The Nova Scotia government is committed to partnering with the industry to make dramatic advances in tourism development over the next decade. The industry's vision is to double tourism revenues by 2012."

Each year, tourism returns millions of dollars in tax revenues to the province and municipalities. Most of that money comes from outside of the province.

"This is a timely and significant investment which clearly demonstrates the government's partnership with industry," said Scott MacAulay, chair of the Tourism Partnership Council. "It will certainly help us implement our 2005 tourism plan and opens up new opportunities to attract more visitors to the province."

2004 has been another challenging year, with mixed results for tourism in Atlantic Canada and around the world. However, preliminary estimates show Nova Scotia is faring relatively well, with visitation up five per cent and revenues up one per cent at $1.29 billion. Even with more visitors this year, room nights sold in the province are estimated to be down by two per cent.

"The additional investment announced today provides tourism operators with renewed optimism," said Nicholas Carson, chair of the Tourism Industry Association of Nova Scotia. "This is exactly what's needed to ensure tourism in this province remains competitive. Many other provinces and countries are making substantial increases in their tourism investments; we have to keep up."

Despite mixed results for this year, there were positive highlights:
-- international air visits were up 28 per cent over 2003 with a number of airlines adding weekly flights from Europe;

-- cruise ship visits were up 27 per cent and the cruise season is now running between April and November;
-- the Acadian celebrations and the Tall Ships drew thousands of visitors to the province;
-- Cape Breton was designated the number two travel destination in the world for sustainable tourism by National Geographic's Traveler magazine;
-- Halifax International Airport became the first airport in the world to earn SuperHost status, an internationally recognized customer service training status that focuses on communication, customer service, attitudes to service, and interaction with customers;
-- Annapolis Royal took first place and a gold award in the International Awards for Liveable Communities; and
-- it was agreed that a long-term marketing plan, partnership plan and sales plan will be implemented in the 2005 Tourism Plan.

2005 holds out the promise of a strong year for tourism in Nova Scotia. The East Coast Music Awards will be held in Sydney this February; Glen Arbour in Hammonds Plains will host the LPGA Tour this July; and the 400th anniversary of Port-Royal will be celebrated.

FOR BROADCAST USE:

Nova Scotia's tourism industry has been given a 15-million-dollar boost by the provincial government.

Tourism, Culture and Heritage Minister, Rodney MacDonald, says the provincial government is investing with confidence in an industry that will continue to help grow Nova Scotia's economy.

Mr. MacDonald made the announcement today (December 6th) at the annual tourism conference in Halifax. He says the impact from this new investment will be felt by tourism for the next three years and beyond.

The new investment will be used for marketing, product development, and assisting regional tourism.

2004 has been a challenging year with mixed results for tourism in Atlantic Canada and around the world. However, preliminary estimates show Nova Scotia is faring relatively

well.

The number of visitors to the province is expected to increase by five per cent, with tourism revenues up one per cent.

Even with more visitors this year, room nights sold in the province are projected to be down by two per cent.

-30-

Contact: Tom Peck
Tourism, Culture and Heritage
902-424-1593
E-mail: peckto@gov.ns.ca

Scott MacAulay
Tourism Partnership Council
902-295-7733
E-mail: scott@capebretonresorts.com

John Muir
Tourism Industry Association of Nova Scotia
902-223-0578
E-mail: John_Muir@TIANS.org

jal December 6, 2004 12:55 P.M.

Crown copyright © 2008, Province of Nova Scotia, all rights reserved.
Page last updated 2008-06-27.
Come to life - Discover Nova Scotia